




SECTOR/B

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231, on 16 June 1999

  
Ann C. Williams

**PATENT**

**Attorney Docket No.: 22499-701**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of )

Charles McElfresh, Paul Mineiro, )  
Michael Radford )

Group Art Unit: 2772

Application No.: 09/285,929 )

Examiner: Not Yet Assigned

Filed: 2 April 1999 )

For: *Method And System For Optimum* )  
*Placement Of Advertisements On A Webpage* )

**TRANSMITTAL LETTER FOR MISSING PARTS OF APPLICATION**

ATTN: BOX MISSING PARTS  
Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

In complete response to the Notice to File Missing Parts of Application dated  
4 May 1999, enclosed please find:

- [x] Form PTO-1533 (copy of Notice to be returned with response);
- [x] Fee Transmittal (Form PTO/SB/17) for \$1,381.00;
- [x] a Combined Declaration and Power of Attorney signed by the inventor(s) and the surcharge of \$130.00 as set forth in 37 CFR § 1.16(e);
- [x] Request for Corrected Filing Receipt and Redlined Filing Receipt;

Application No.: 09/285,929  
Page 2

- ☒ an Assignment document, Form PTO-1595, and the \$40.00 Assignment Recordation Fee;
- ☐ Revocation & New Power of Attorney by Assignee of Entire Interest;
- ☐ a verified English translation of the Application, and the \$130.00 fee as set forth in 37 CFR § 1.17(k);
- ☐ Other: \_\_\_\_\_;
- ☐ A check in the amount of \$\_\_\_\_\_.
- ☒ Charge \$1,381.00 to Deposit Account No. 23-2415 (Docket No. 22499-701).

The Commissioner is hereby authorized to charge any fees that may be required by this paper, and to credit any overpayment, to Deposit Account No. 23-2415 (Docket No. 22499-701). A duplicate of this paper is enclosed.

Respectfully submitted,

WILSON, SONSINI, GOODRICH & ROSATI

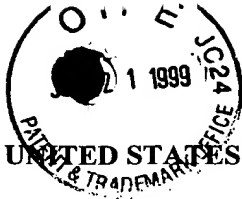
Date: \_\_\_\_\_

6/16/99

By \_\_\_\_\_

  
Kent R. Richardson  
Registration No. 39,443

WILSON SONSINI GOODRICH & ROSATI  
650 Page Mill Road  
Palo Alto, CA 94304-1050  
(650) 493-9300



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

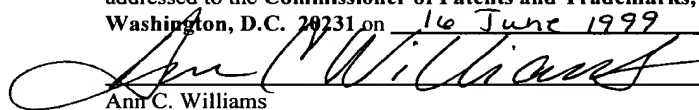
576

In re Patent Application of: )  
)  
Charles McElfresh, Paul Mineiro, ) Group Art Unit: 2772  
Michael Radford )  
)  
Application No.: 09/285,929 ) Examiner: Not Yet Assigned  
)  
Filed: 2 April 1999 )  
)  
For: *Method And System For Optimum* )  
*Placement Of Advertisements On A Webpage* )

**CERTIFICATE OF MAILING UNDER 37 C.F.R.**

**§ 1.8 - FIRST CLASS MAIL**

I hereby certify that this correspondence is being deposited postage prepaid, with the United States Postal Service as "First Class Mail" in an envelope addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231 on 16 June 1999.

 (Signature)  
Ann C. Williams

**REQUEST FOR CORRECTED FILING RECEIPT**

Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Sir:

Enclosed is a copy of the official Filing Receipt marked in red to identify the corrections needed.

The corrections are as follows:

The Attorney Docket No. should be: **22499-701**, not 19671-701.

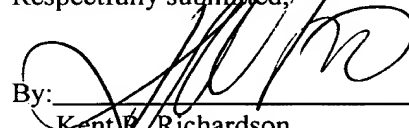
The inventors names and residence addresses should be as follows:

**Charles McElfresh, San Marino, California; Paul Mineiro, Los Angeles, California;**  
**Michael Radford, Los Angeles, California.**

Issuance of a corrected Filing Receipt is respectfully requested. The Commissioner is authorized to charge the fee of \$25.00 to Deposit Account 23-2415 (22499-701). The Commissioner is authorized to charge any other fees associated with this communication to the above Deposit Account.

Respectfully submitted,

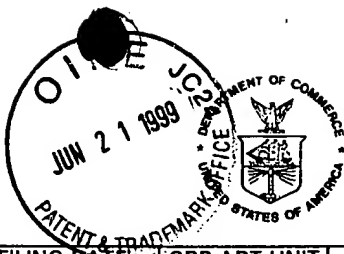
Dated: 6/16/99

By:   
Kent R. Richardson  
Registration No. 39,443

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650 Page Mill Road  
Palo Alto, CA 94304-1505  
(650)493-9300

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25.00 CH  
06/23/1999 HWPY  
06 FC:576

FILING RECEIPT



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTORNEY DOCKET NO.	DRWGS	TOT CL	IND CL
09/285,929	04/02/99	2772	\$0.00	<del>19671-701</del>	7	35	5

22499-701

021971

WILSON SONSINI GOODRICH & ROSATI  
650 PAGE MILL ROAD  
PALO ALTO CA 94304-1050

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Application Processing Division's Customer Correction Branch within 10 days of receipt. Please provide a copy of the Filing Receipt with the changes noted thereon.

Applicant(s)

CHARLES MCELFRISH, San Marino, California;  
Paul Mineiro, Los Angeles, California;  
Michael Radford, Los Angeles, California.

IF REQUIRED, FOREIGN FILING LICENSE GRANTED 04/27/99

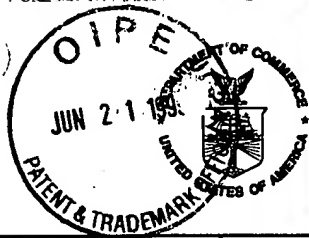
TITLE

METHOD AND SYSTEM FOR OPTIMUM PLACEMENT OF ADVERTISEMENTS ON A  
WEBPAGE

PRELIMINARY CLASS: 345

DATA ENTRY BY: MIDDLETON, MATTIE TEAM: 04 DATE: 04/27/99





UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
Address: COMMISSIONER OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

6URDE:2071  
101  
105  
#3  
103-15  
102-2

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NO./TITLE
09/285,929	04/02/99	MCSELFRESH	C 19671.701

021971 0242/0504  
WILSON SONSINI GOODRICH & ROSATI  
650 PAGE MILL ROAD  
PALO ALTO CA 94304-1050

NOT ASSIGNED

2772

DATE MAILED: 05/04/99

### NOTICE TO FILE MISSING PARTS OF APPLICATION Filing Date Granted

An Application Number and Filing Date have been assigned to this application. The items indicated below, however, are missing. Applicant is given TWO MONTHS FROM THE DATE OF THIS NOTICE within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a). If any of items 1 or 3 through 5 are indicated as missing, the SURCHARGE set forth in 37 CFR 1.16(e) of ☐ \$65.00 for a small entity in compliance with 37 CFR 1.27, or ☒ \$130.00 for a non-small entity, must also be timely submitted in reply to this NOTICE to avoid abandonment.

If all required items on this form are filed within the period set above, the total amount owed by applicant as a ☐ small entity (statement filed) ☒ non-small entity is \$ 1316.00.

- ☒ 1. The statutory basic filing fee is:  
☒ missing.  
☐ insufficient.

Applicant must submit \$ 760.00 to complete the basic filing fee and/or file a small entity statement claiming such status (37 CFR 1.27).

- ☐ 2. The following additional claims fees are due:

\$ 270.00 for 15 total claims over 20.

\$ 156.00 for 2 independent claims over 3.

\$ \_\_\_\_\_ for multiple dependent claim surcharge.

Applicant must either submit the additional claim fees or cancel additional claims for which fees are due.

- ☒ 3. The oath or declaration:

☒ is missing or unsigned.

☐ does not cover the newly submitted items.

An oath or declaration in compliance with 37 CFR 1.63, including residence information and identifying the application by the above Application Number and Filing Date is required.

- ☐ 4. The signature(s) to the oath or declaration is/are by a person other than inventor or person qualified under 37 CFR 1.42, 1.43 or 1.47.

A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.

- ☐ 5. The signature of the following joint inventor(s) is missing from the oath or declaration:

An oath or declaration in compliance with 37 CFR 1.63 listing the names of all inventors and signed by the omitted inventor(s), identifying this application by the above Application Number and Filing Date, is required.

- ☐ 6. A \$50.00 processing fee is required since your check was returned without payment (37 CFR 1.21(b)).

- ☐ 7. Your filing receipt was mailed in error because your check was returned without payment.

- ☐ 8. The application was filed in a language other than English.

Applicant must file a verified English translation of the application, the \$130.00 set forth in 37 CFR 1.17(k), unless previously submitted, and a statement that the translation is accurate (37 CFR 1.52(d)).

- ☐ 9. OTHER:

Direct the reply and any questions about this notice to "Attention: Box Missing Parts."

A copy of this notice **MUST** be returned with the reply.

*M. Middleton*

0928593  
0000059 232415  
COPY

760.00 CH  
130.00 CH  
270.00 CH  
156.00 CH